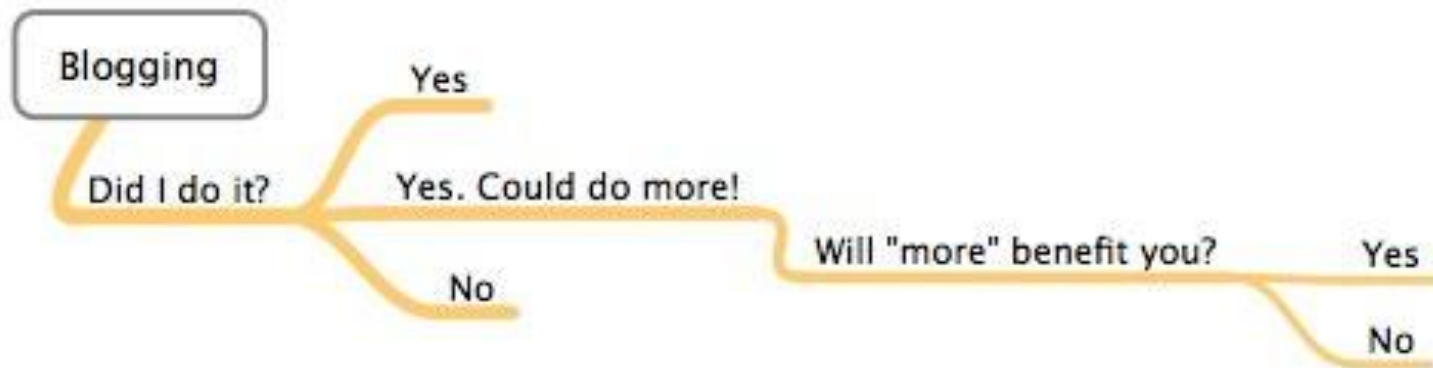# Successful Social Media Services and Programs at Your Library

Meg Canada

@dotmeg #tslacsoc

Reminder

These are just tools… it's how you use them that counts.

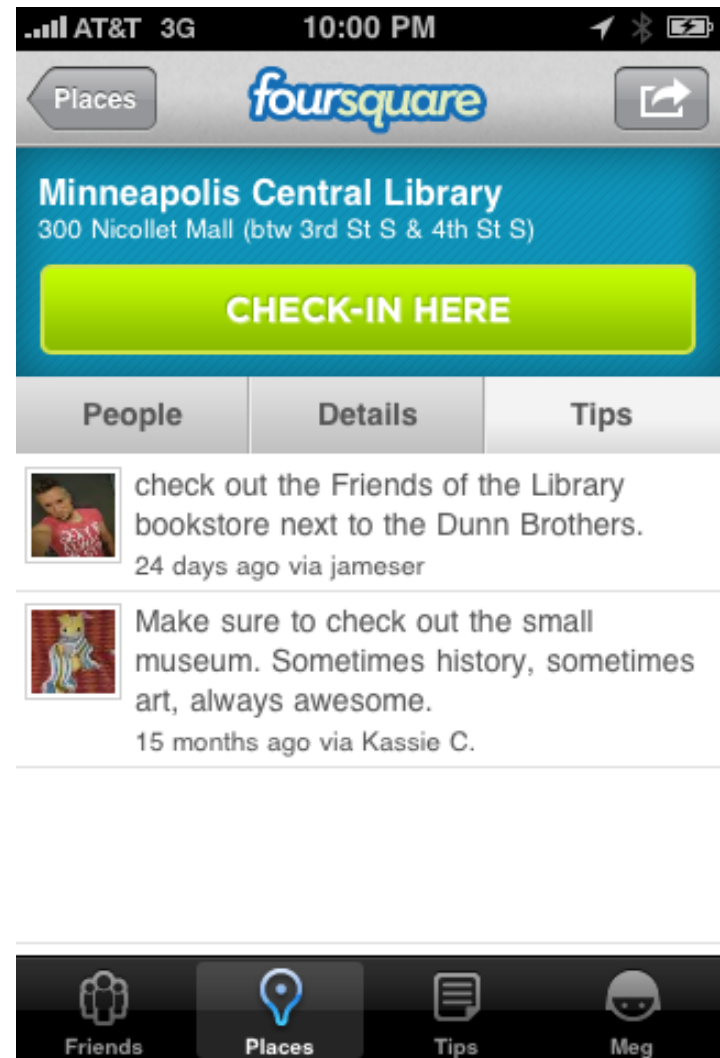"Ambition Flowchart"-chrisbrogan.com

Access: Ground Zero

When you pick and choose access to sites it is similar to how you pick and choose for your collection. Does your Internet Policy line up with your Collection Development Policy?

Mashable's Top 5 trends

- Location-based
- Group buying
- Mobile ads
- Mobile buying
- Having a Social Media policy

Teaching Social Media

Social Networking Basics: Learn how to navigate the new generation of social media websites including Twitter, LinkedIn and Facebook.

Programs to try

- Pecha Kucha (Ignite)
- Battledecks (Ppt Karaoke)
- Groups
- Photowalks
- Geocaching (16,000+ public photos in one group)

More traditional program Ideas

- GODFO (Geek out, Don't freak out)
- Make over your Facebook page
- Bring meet-ups to your library

If you build it… have content ready to go.
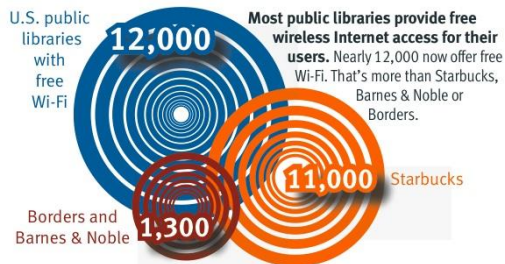
How libraries stack up: 2010

In America, we go to libraries to find jobs, create new careers and help grow our small businesses. We borrow books, journals, music and movies. We learn to use the latest technology. We get the tools and information needed to reenter the workforce. We get our questions answered, engage in civic activities, meet with friends and co-workers and improve our skills at one of the 16,600 U.S. public libraries. Every day, our public libraries deliver millions of dollars in resources and support that meet the critical needs of our communities.
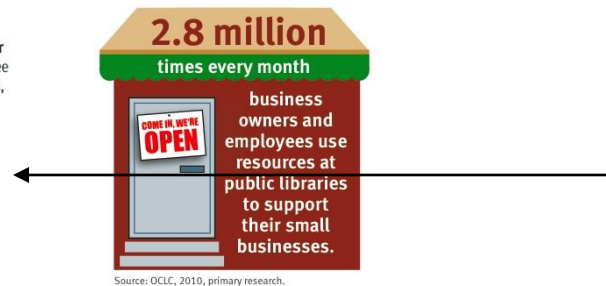
Here are a few of the ways that our public libraries stack up.

Every day 300,000 Americans get **job-seeking help** at their public library.

Source: OCLC, 2010, primary research; ALA, 2010, "A Perfect Storm Brewing."

Do you have a job-seeking program?

Hot spots

U.S. public libraries with free Wi-Fi 12,000

Most public libraries provide free wireless Internet access for their users. Nearly 12,000 now offer free Wi-Fi. That's more than Starbucks, Barnes & Noble or Borders.

11,000 Starbucks

Borders and Barnes & Noble 1,300

Sources: ALA, 2009, "Libraries Connect Communities 3: Public Library Funding & Technology Access Study, 2008–2009"; Starbucks corporate communications; www.borders.com; www.barnesandnobleinc.com.

Taking care of business

2.8 million times every month

business owners and employees use resources at public libraries to support their small businesses.
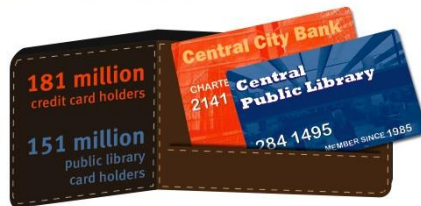
Source: OCLC, 2010, primary research.

What about wifi?

It's in our wallets

Library cards are about as prevalent as credit cards. Two-thirds of Americans have a library card. For many young people, the first card in their wallet is a library card.

181 million credit card holders

151 million public library card holders

Sources: ALA, "The State of America's Libraries, 2009"; U.S. Census Bureau, population estimates for those aged 20 and over; *Statistical Abstract of the United States*, 2010.

Getting technical

U.S. public libraries offering free technology classes 5,400

Businesses offering computer training 4,000

More libraries—5,400—offer technology training classes than there are computer training businesses in the U.S. Every day, 14,700 people attend free library computer classes—a retail value of $2.2 million. That's $629 million worth of computer classes annually (based on 286 business days per year).

Sources: ALA, 2009, "Libraries Connect Communities 3: Public Library Funding & Technology Access Study, 2008–2009"; *ReferenceUSA Business and Residential Directory*; OCLC, 2010, primary research; www.geeksquad.com.
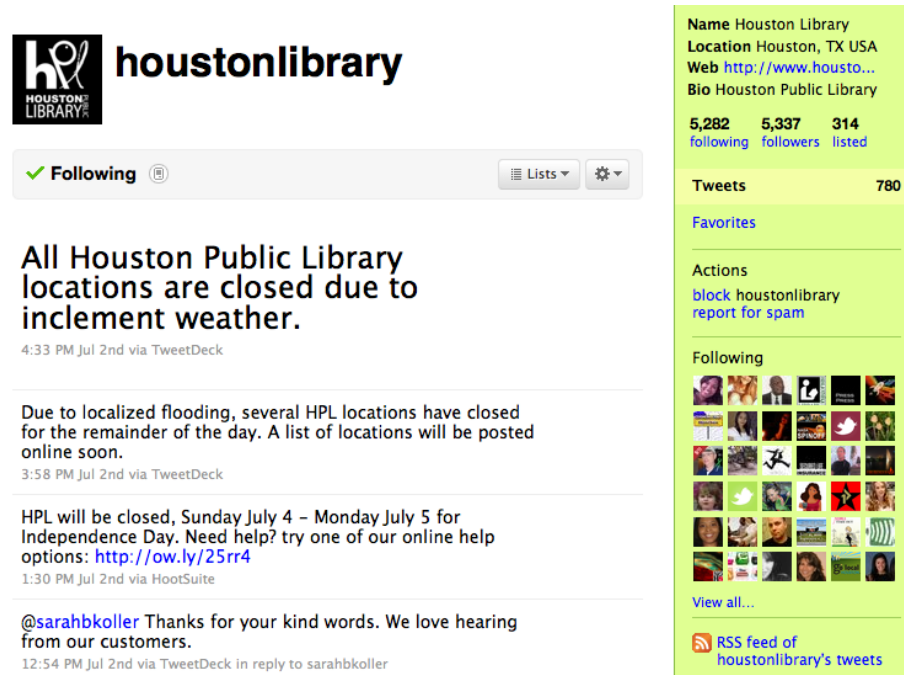
Do you offer classes?

Ever do a card campaign?

Great Content Ideas

- Look for trends or memes
- Join conversations
- Promote library programs
- Create an incentive

Use Twitter for "Breaking News"

@nypl "Q: When was the first telephone directory issued in New York City? A: October 25, 1878. It was two pages long. #AskNYPL"
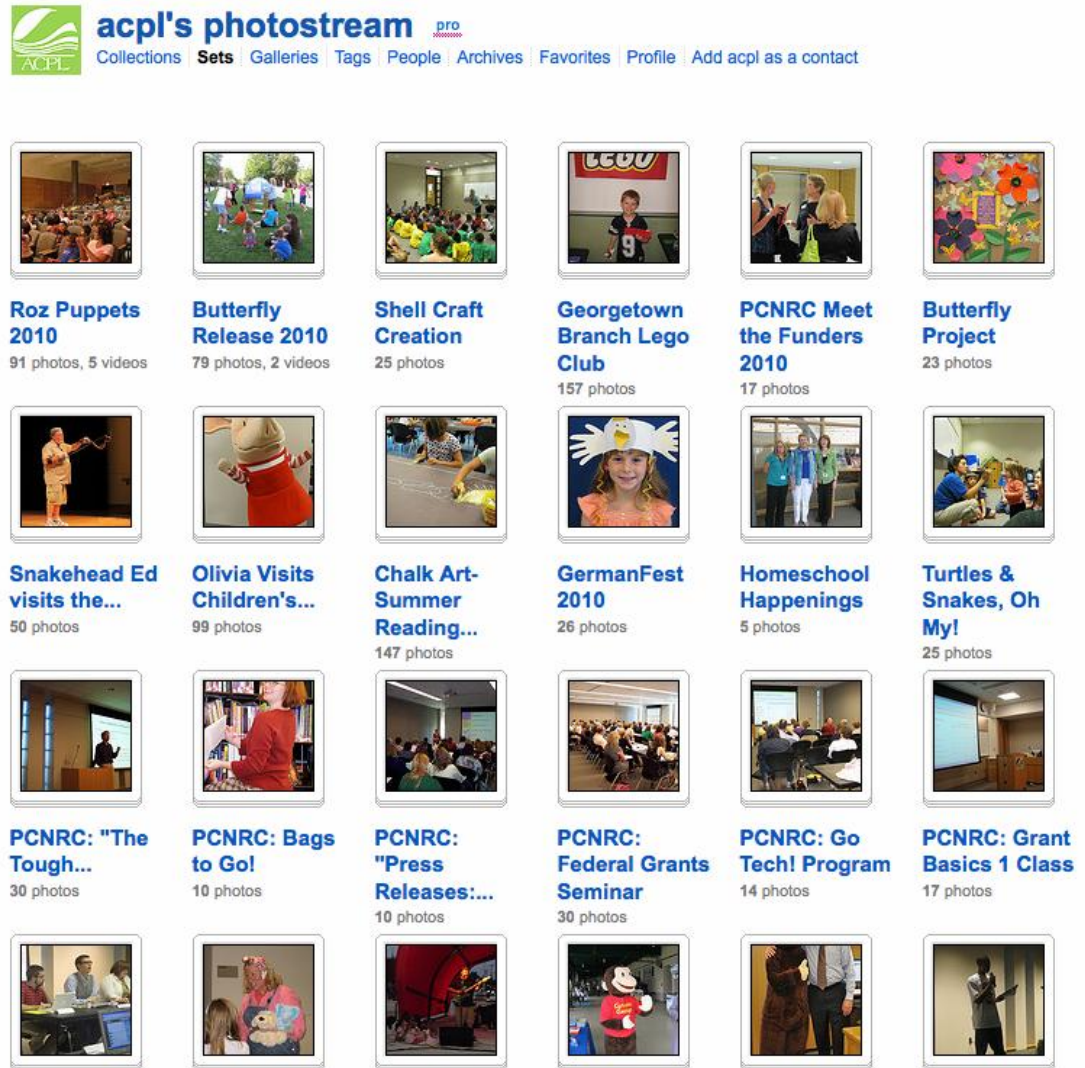
Curate on Facebook

- Share video
- Add IM Reference
- Link other content
- Ask a question
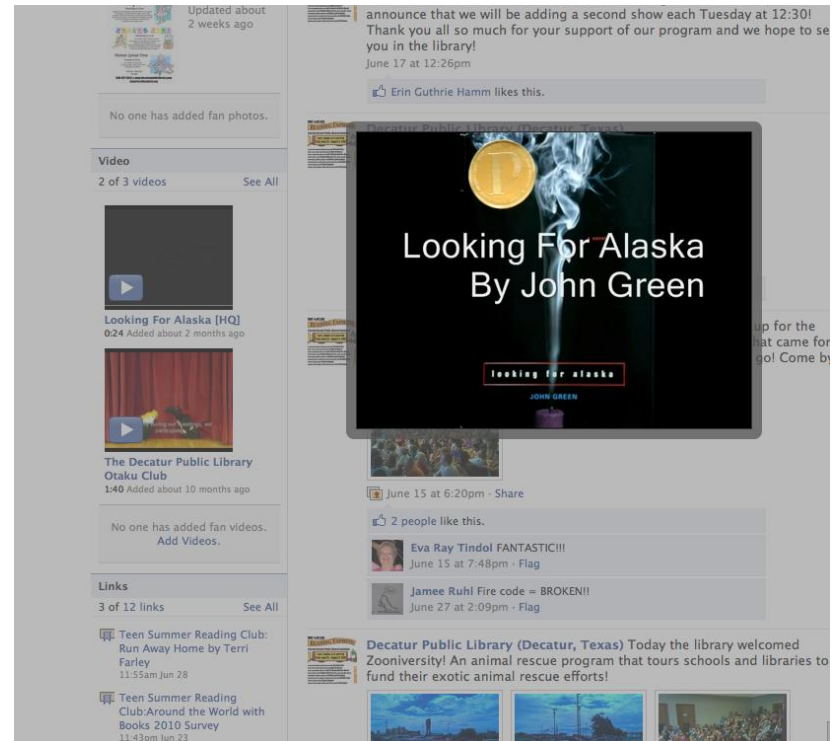
Become a Flickr Power User

- Use sets, tags, and titles
- Groups
- Discussions

Contests that yield content

- Literary Mash-ups
- Video Contests- see
  http://www.melsa.org/melsa/index.cfm/programs/qots/
- Photo essays

Georgetown Public Library Texas

Do you take great pictures? Enter your work in the Georgetown Public Library Photo Contest sponsored by the Friends of the Georgetown Public Library for your chance to win the $100 prize in one two adult categories or $50 for kids 12 and under.

Categories
Architectural and Landscape Pictures
$100 First Place Prize
Photos of the library inside or outside. Must include identifiable portions of the library building.

People Reading
$100 First Place Prize
Photos of people inside the library reading.

Kids Group (12 and under)
$50 First Place Prize
Photos of the library, inside or outside, by anyone 12 and under.

Mobile Apps and Mobile Sites
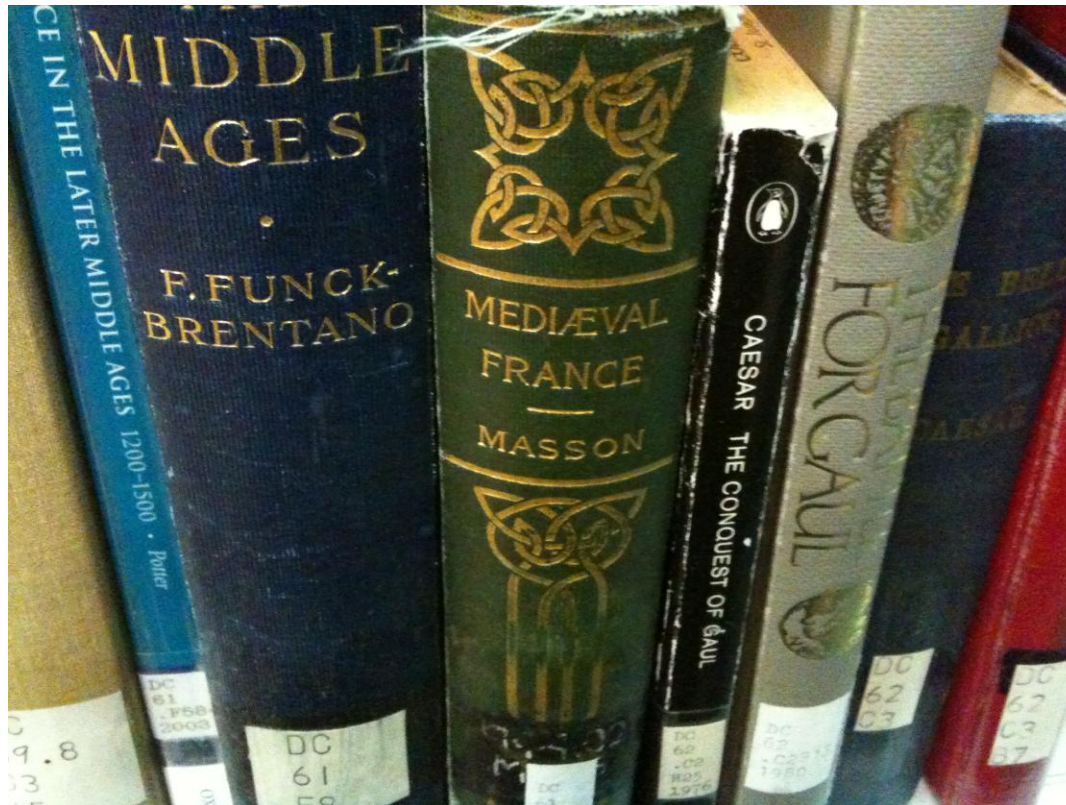
- Foursquare
- QR Codes

Don't forget the others

- LinkedIn
- YouTube
- Blogs

Collection

Let people interact with your collection

What's next?